

Mini Content Portfolio

GreatCall / Lively / Best Buy Health 2021

(Some live links unavailable due to rebranding, expired contracts, etc.)

Digital Marketing Assets

“Jitterbug Phones” and “Lively Mobile Plus”

Content Type: Images, Videos

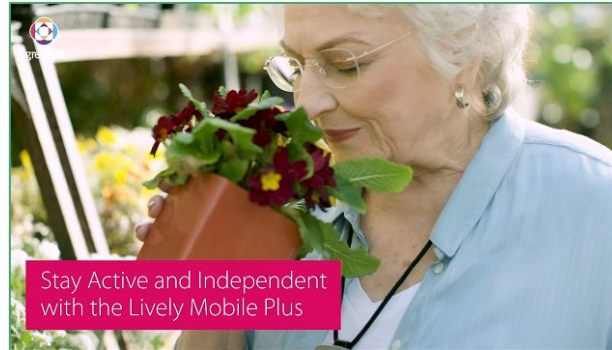
Funnel Position: Middle/Bottom

Platforms: Paid Social, Content Discovery, Website, YouTube

Objective: Driving Traffic to Product Pages (CTR, CPC)

Collaboration: Product Brand Managers, Videographer, Talent (Actors and VO), Scripting

Examples: [Jitterbug Phones Video](#)
[Lively Mobile Plus Video](#)



Interest Piece Assets

“Fighting Back” and “GreatCall's Grandkids”

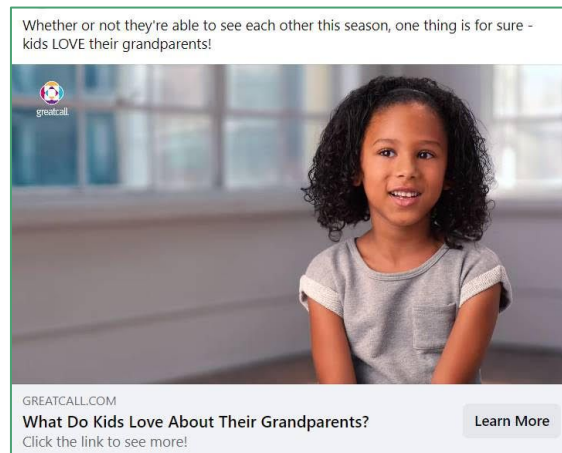
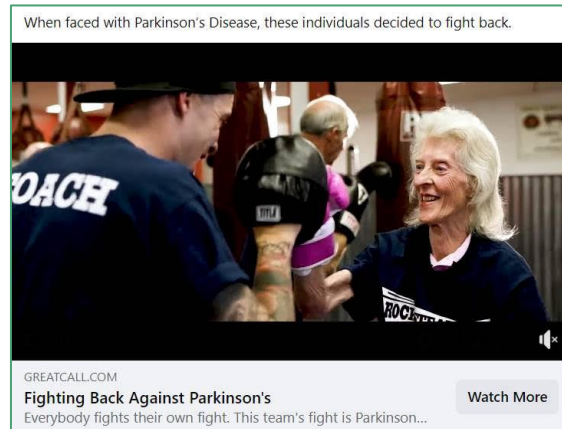
Content Type: Videos, Blog Article

Funnel Position: Top

Platforms: Paid Social, Content Discovery,
Organic Social Website, YouTube

Objective: Brand Awareness, Site Traffic
(CPM, Time on Site, Retargeting Pool)

Collaboration: Videographer, Talent (Actors and VO),
Script Writing, Interviewing, PR



SEO-Driven Content Hub



[Products and Plans](#)[Health and Safety Services](#)[Family Caregiving](#)[Product Support](#)



Resource Center for Seniors and Caregivers

Your home for helpful articles, advice and tips.

Caregivers

Support and solutions



- Guide for caring for aging parents and seniors
- What is the sandwich generation?
- Alleviating sandwich generation stress
- Tax credits and medical expense deductions
- Talking to aging parents about medical alerts

Phones

Options and features for seniors



- How to choose cell phones for seniors
- Guide for selecting cell phone plans for seniors
- Losing the landline: Pros, cons and alternatives
- Flip phones vs. smartphones: When switching makes sense

Featured articles



[Fall Prevention at Home](#)



[What is the Sandwich Generation?](#)

SEO-Driven Content Hub: “Resource Center”

Content Type: Articles, Images

Funnel Position: Top/Middle

Platforms: Website (SEO)

Objective: Organic Search Traffic (Users, Time on Site, Retargeting Pool)

Collaboration: SEO Team, Site Ops, Copywriters, Article Outlining, Web Team

Examples: [GreatCall Resource Center](#)

Blog for Target Audience

Currents by  greatcall

[Home](#) [Categories ▾](#) [Authors](#) [About Us](#)



Resources, Education, Support
for Older Adults & Family Caregivers

Featured Articles



An interview with
Matt Robinson

GreatCall Spotlight: Matt Robinson

Matt is the newest GreatCall ambassador from the Robinson family, and is currently living with Parkinson's Disease. Learn more

[Read More...](#)



Staying Connected During COVID-19

Cell phones play an important role in keeping older adults connected to friends and family. As we've uncovered, social

[Read More...](#)



An interview with
Dolores Robinson

Meet Dolores Robinson

You've met GreatCall's brand ambassador Holly Robinson Peete, and now we'd like to introduce you to her mother, Dolores

[Read More...](#)

“Avoiding Scams” for GreatCall’s Currents Blog

Content Type: Articles, Images

Funnel Position: Top

Platforms: Website, Content Discovery, Paid Social, Organic Social

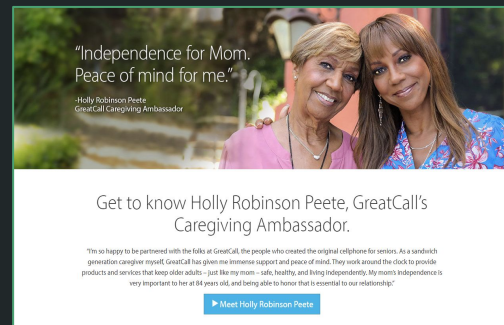
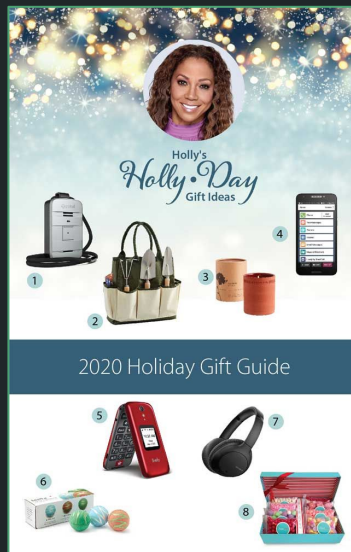
Objective: Site Traffic (CTR, CPC, Time on Site)

Collaboration: SEO Team, Web Team, Copywriters, Article, Outlining, Community Management

Content Management: Managed [Currents](#) Blog 2017 - 2021

Brand Ambassador Holly Robinson Peete

- Content Type: Articles, Images, Videos
- Funnel Position: Top/Middle/Bottom
- Delivery Platforms: Website, Content Discovery, Paid Social, Organic Social
- Objective: Brand Awareness, Site Traffic (CPM, Time on Site, Retargeting Pool), Traffic to Product Pages (CTR, CPC)
- Collaboration: SEO Team, Copywriters, Article Outlining, Community Management, Talent, Product Brand Managers, PR, Web Team
- Examples: [Holly's Caregiving Tips Video](#)



Thank You!

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